Ui Path

The Foundation of Innovation™

UiPath 2024 Global Knowledge Worker Survey

Insights into how knowledge workers are using GenAI and automation

2024
Global
Knowledge
Worker
Survey
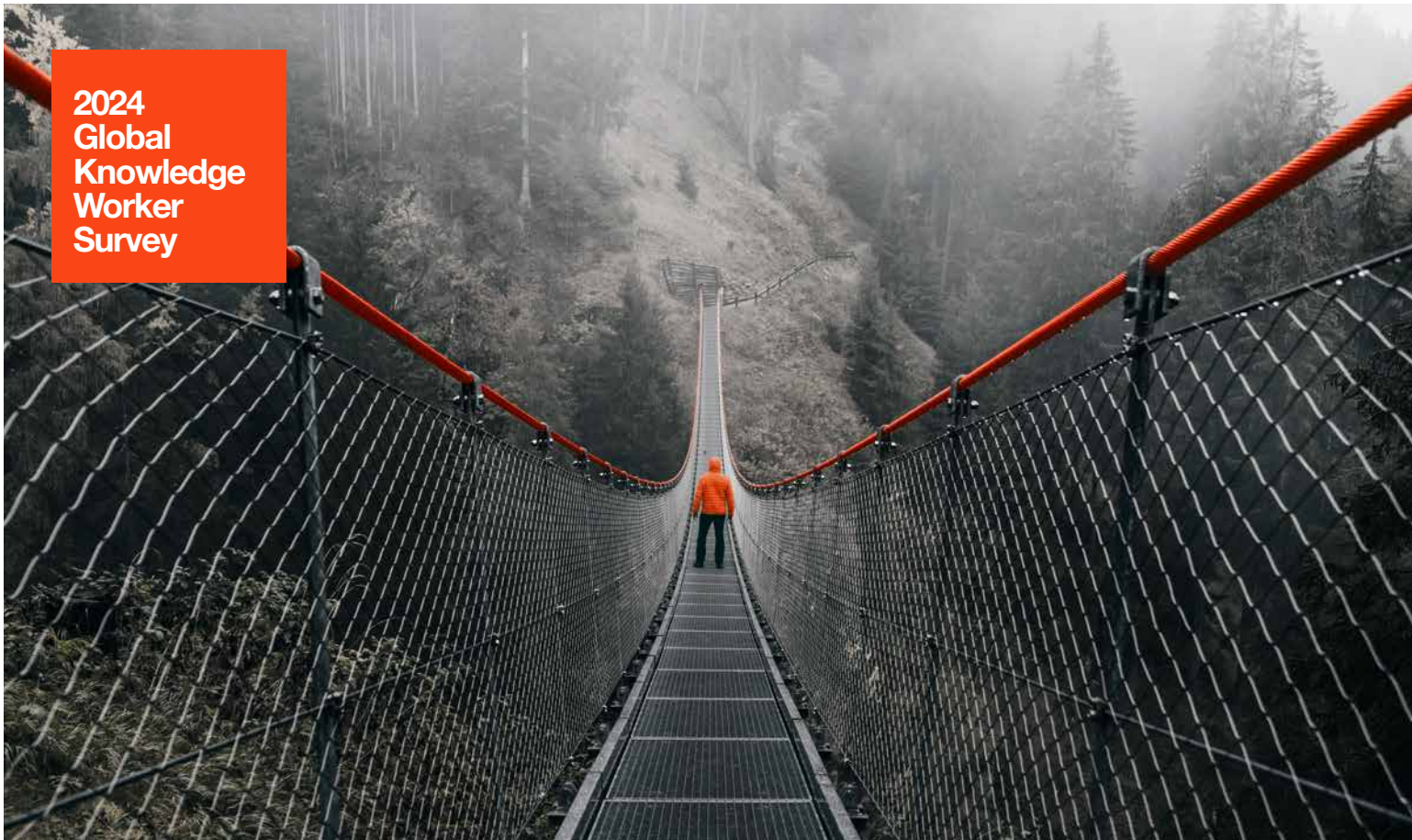
Introduction

The global workforce has faced a tumultuous few years prompted by shifting workplace dynamics, economic uncertainty, and the demand to do more with less. The pressure to increase efficiencies and outputs with fewer resources has contributed to burnout felt at every level, across every region.

Simultaneously, the rise of generative AI (GenAI) has opened a new demand from knowledge workers seeking to leverage the incredible productivity benefits these tools promise. GenAI has the power to help employees streamline processes, retrieve information faster, and generate content, so workers can spend less time on manual, repetitive tasks. With this technology, employees are empowered to focus more of their time on higher-value activities – improving workplace satisfaction, employee engagement, and driving operational efficiencies.

However, with widespread interest in GenAI tools, business leaders are starting to evaluate if

their investments in this technology have actually driven business value. The last year has also sparked many questions around the trustworthiness of the technology. In addition, employees need training on the ethical and effective use of GenAI tools.

The annual UiPath Global Knowledge Worker Survey aims to uncover insights into how knowledge workers are using GenAI today, the shortcomings, and risks of the technology, and the opportunity for combining GenAI with business automation to deliver more reliable, meaningful business value, based on a survey of more than 9,000 workers from around the world.

Key findings:

Generative AI could reduce burnout by giving employees time back in their day.

40% of respondents have saved time on tasks after implementing GenAI.

There is a lack of direction around how to use GenAI.

50% of workers say their company has not offered any training or guidelines on how to use GenAI.

Employees are concerned about the shortcomings of using GenAI at work.

44% Less than half of employees think that GenAI has the context needed from their business's data to support processes and drive value.

Combining GenAI with business automation delivers greater value and time savings.

85% of respondents who use both technologies believe that GenAI tools have the context needed from their business's own data to support business processes and drive value, compared to 59% who only use GenAI and 44% who only use business automation.

Global knowledge worker burnout is increasing.

32% Almost a third of employees are feeling extremely or very burnt out—compared to 29% in 2023.

The State of the Workplace: More Work, Fewer Resources

With rising pressures and shifting workplace dynamics, employees are feeling more burnout than ever before. The survey found almost a third (32%) of global employees are feeling extremely or very burnt out—compared to 29% of employees in 2023.

Younger workers around the globe continue to experience the highest rates of burnout. Gen Z and Millennial workers are around 10% more likely to be burnt out than their Gen X and Baby Boomer colleagues. Regionally, Japan is experiencing the least amount of burnout, with 30% of respondents saying they are not burnt out at all.

To reduce burnout and improve engagement in the workplace, more than half (55%) of respondents indicate that a reduced workload would help, and over a third (37%) want more time and bandwidth to get their tasks completed.
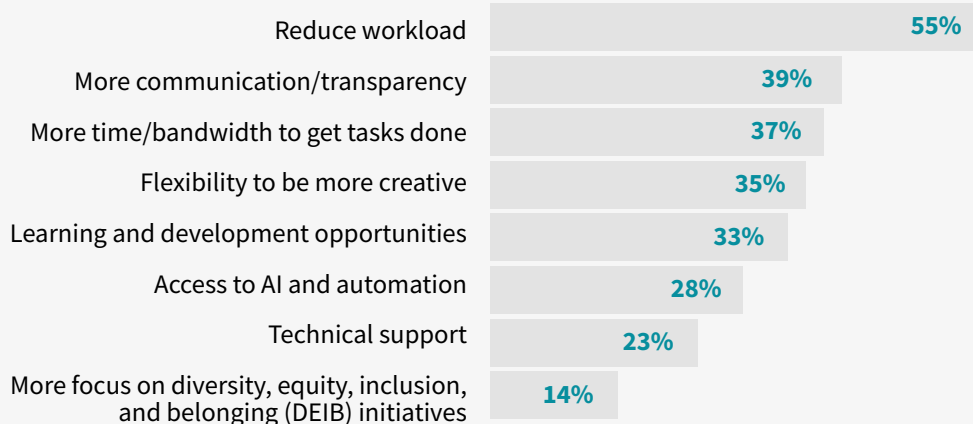
2024	**32%**
2023	**29%**

Globally, almost a third (32%) of employees are feeling extremely or very burnt out – compared to 29% of employees last year.

Gen Z and Millennial workers are around 10% more likely to be experiencing feelings of burnout than their Gen X and Baby Boomer colleagues.

What would help reduce burnout and improve engagement in the workplace?

Reduce workload	**55%**
More communication/transparency	**39%**
More time/bandwidth to get tasks done	**37%**
Flexibility to be more creative	**35%**
Learning and development opportunities	**33%**
Access to AI and automation	**28%**
Technical support	**23%**
More focus on diversity, equity, inclusion, and belonging (DEIB) initiatives	**14%**

Additionally, when asked what aspects of their job respondents would change, 40% say more flexibility when it comes to their work environment, 36% want more time to learn new skills, and 35% of workers say more time during the workday to focus on critical tasks.
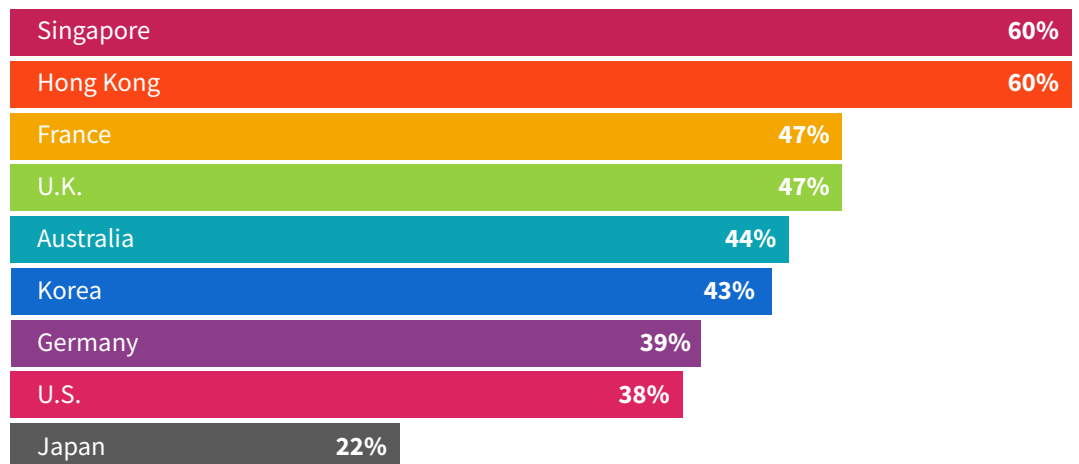
Improving Employee Experiences with GenAI

GenAI could be the key to unlocking the workforce changes employees are demanding. However, despite widespread interest in the technology, only 39% of global respondents currently use GenAI at work. Across regions, Singapore and Hong Kong are leading the charge —both share the highest rate of usage, with 60% of workers citing they use GenAI tools.

Yes, I use GenAI tools at work

Do you currently use GenAI tools at work?

Country	Percentage
Singapore	60%
Hong Kong	60%
France	47%
U.K.	47%
Australia	44%
Korea	43%
Germany	39%
U.S.	38%
Japan	22%

40%

After implementing GenAI, 40% of global respondents have saved time on tasks.

48%

By freeing up time in their day, almost half of workers (48%) have been able to focus on more creative tasks.

Workers who use GenAI are reaping the benefits. After implementing GenAI, 40% of global respondents have saved time on tasks. Of these respondents, 42% saved 10 or more hours each week. By reducing manual, repetitive tasks, and freeing up time in employees' days, almost half of workers (48%) have been able to focus on more
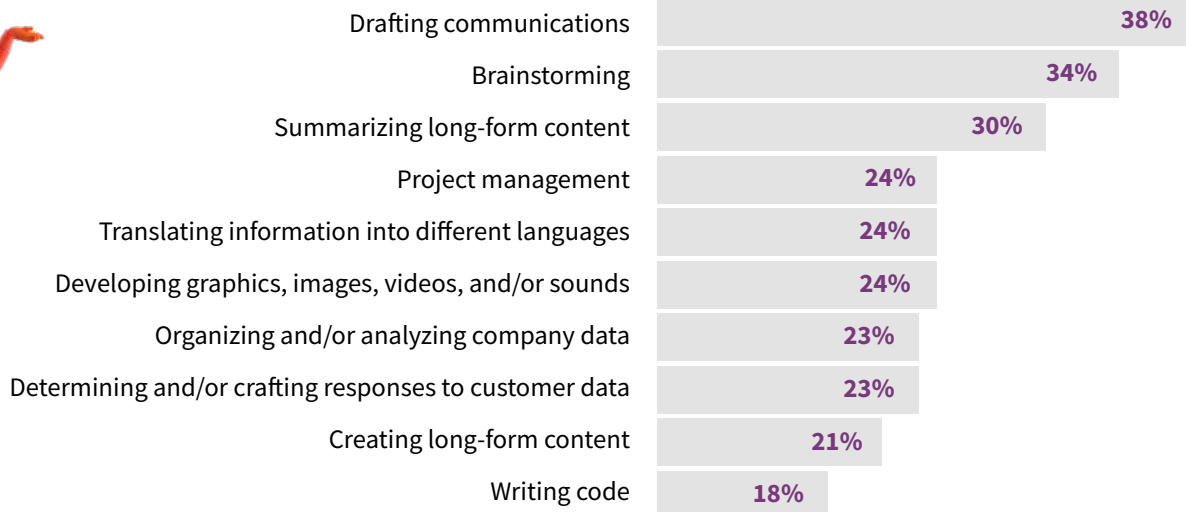
creative tasks. This is helping employees feel more satisfied in their roles as they can focus on higher value-added activities.

Greater adoption of GenAI translates into even more time saved. Regionally, workers in Singapore and Hong Kong have seen the greatest time-saving benefits

from implementing GenAI tools, a direct correlation to being the region with the highest rates of GenAI usage. Sixty-two percent of Singapore respondents and 59% of Hong Kong respondents believe GenAI has saved them time on work-related tasks.

GenAI has been applied across departments and for a variety of processes. The most common types of tasks employees use GenAI for include drafting communications (38%), brainstorming (34%), and summarizing long-form content (30%).

What types of tasks do you use GenAI to help with?

Task	Percentage
Drafting communications	38%
Brainstorming	34%
Summarizing long-form content	30%
Project management	24%
Translating information into different languages	24%
Developing graphics, images, videos, and/or sounds	24%
Organizing and/or analyzing company data	23%
Determining and/or crafting responses to customer data	23%
Creating long-form content	21%
Writing code	18%

dentsu

# How Dentsu Took Automation to the Next Level

Dentsu, one of the world's largest marketing and advertising agency networks, had already achieved incredible results with automation—saving 600,000 hours every year—but wanted to take its strategy to the next level. The next step was to democratize automation and make it accessible to everyone through UiPath Automation Cloud. With a smarter, more collaborative, and inclusive approach to automation implemented, dentsu is now exploring automation's role as an enabler for AI. The company is currently providing employees with dentsuGPT— a natural language processing tool that allows employees to get quick and easy answers to their biggest questions based on the company's internal resources— from HR and compliance insights to knowledge-based articles on automation and the UiPath Platform.

> "AI applications offer a huge amount of potential. That's going to be a pivotal next step for us."
>
> – Flo Ye, Director of Automation Solutions, dentsu
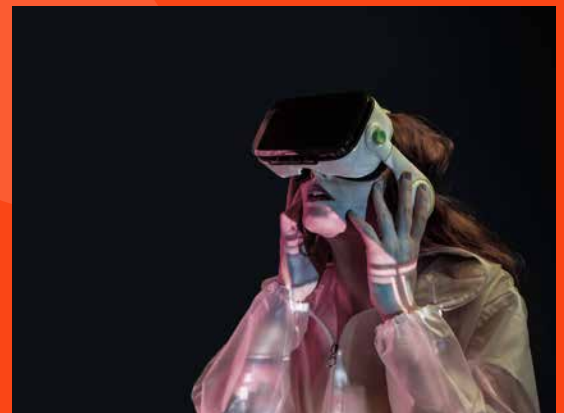
GenAI Tools Are Still Not Fully Trusted

GenAI has redefined the workplace across the globe, but despite the benefits the technology can provide, there is still widespread concern about the shortcomings and risks of using the technology. Notably, less than half (48%) of respondents indicate that they trust the outputs they get from GenAI tools. In addition, even fewer global respondents (44%) believe that GenAI tools have the context needed from their business's own data to support processes and drive value. Regionally, Singapore (67%), Korea (63%), and Hong Kong (62%) have the greatest trust in GenAI's outputs, and Japan (26%), Germany (47%), and the U.S. (48%) trust GenAI's outputs the least. When asked about their biggest concerns about using GenAI at work, globally, respondents say:

33%
I am worried about the security risks of the technology

31%
I worry the output is not accurate or will spread misinformation

21%
I am worried about the compliance risks of the technology

There is a lack of trust around GenAI tools

44% Only 44% of employees believe that GenAI tools have the context needed from their business's own data to support business processes and drive value.

48% Less than half (48%) of workers around the world trust the outputs they get from GenAI tools.

What are your biggest concerns about using GenAI at work?

Concern	Percentage
I am worried about the security risks of the technology	33%
I worry the output is not accurate or will spread misinformation	31%
I am worried about the compliance risks of the technology	21%
There isn't enough governance to ensure proper use of the technology	21%
I am worried the technology doesn't have the context needed to provide relevant responses to drive business processes	21%
I am worried the technology will make my or my colleagues' roles obsolete	19%
I don't believe we have enough training or talent to support using the technology	19%
I worry the technology is not ethical	17%
It provides great insights, but I still have to spend time doing tasks	16%
The outputs tend to be biased	13%

Along with the lack of trust in the technology, employees do not feel they have proper training or organizational guidance to safely and effectively use GenAI in the workplace. Over half (55%) of respondents say their company has not offered any training or guidelines on how to use GenAI, and 54% say their company does not have a policy on the use of GenAI tools or has not shared any information about the use of these tools.

Without providing employees with proper guidance, organizations are more susceptible to instances of AI bias, unethical AI use, and/or security risks. Organizations are also more likely to fall victim to shadow GenAI usage, which is characterized by the unauthorized or unregulated deployment of AI technologies within organizations, and poses significant risks to data privacy, security, and ethical integrity.

GenAI cannot be effectively utilized and realize its full potential unless employees trust it—and it is clear that this is a challenge organizations still need to overcome. The good news is that there is an opportunity to create more reliable, trusted GenAI experiences by combining it with business automation.

Driving Value with GenAI + Business Automation

GenAI can analyze, comprehend, and create, but on its own, it cannot act on those insights. Automation serves as the missing link that empowers GenAI to translate insights into actionable outcomes.

While most workers (78%) are not using GenAI and business automation together, those who are have seen greater productivity gains—and are more confident in the technology's ability to drive value. Eighty-five percent of respondents who use both technologies believe that GenAI tools have the context needed from their business's own data to support business processes and drive value, compared to 59% who only use GenAI and 44% who only use business automation. Global employees also save more time when they use GenAI and business automation together. More than half (55%) of respondents say they have saved over 10 hours per week by combining the two—compared to 31% of employees who use only GenAI and 33% of those who use only business automation.

GenAI + business automation is driving greater value.

85%

of respondents who use both technologies believe that GenAI tools have the context needed from their business's own data to support business processes and drive value, compared to 59% who only use GenAI and 44% who only use business automation.

⸠lutter

Why Flutter Bet on AI and Automation to Boost Customer Satisfaction

Flutter UK & Ireland, the world's leading online sports betting and game provider, was on a mission to revamp their customer experience. The company partnered with UiPath to automate backend processes with natural language understanding and added more predictive capabilities with the goal of automating 30% of all customer conversations. Improving end-to-end experience meant using the right language, decreasing data requests, and fully resolving customer issues. The new AI-powered customer experience saved Flutter more than £4 million in the process, and customer online activity and game play is up 140%.

"The success of this initiative has shown us the potential of AI-powered automation to transform our business. We are now able to provide our customers with a better experience, while also reducing our costs."

– Oonagh Phelan,
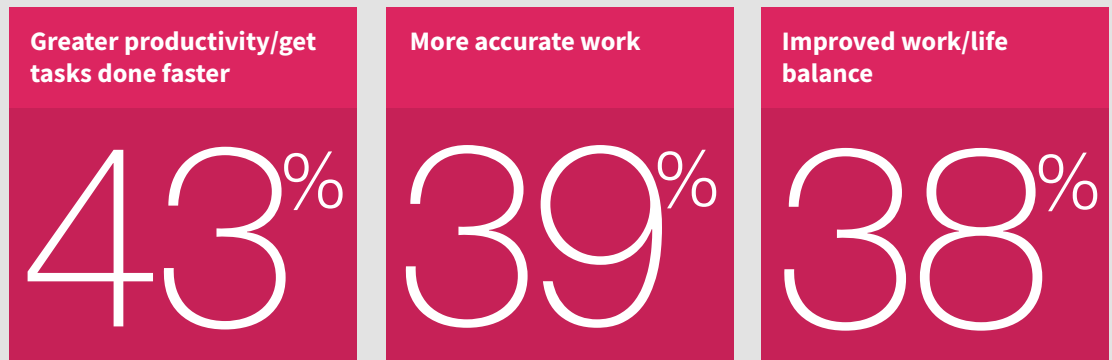 Head of Automation Strategy, Flutter UK & Ireland

The top 3 ranked tasks employees want to eliminate with GenAI and business automation are:
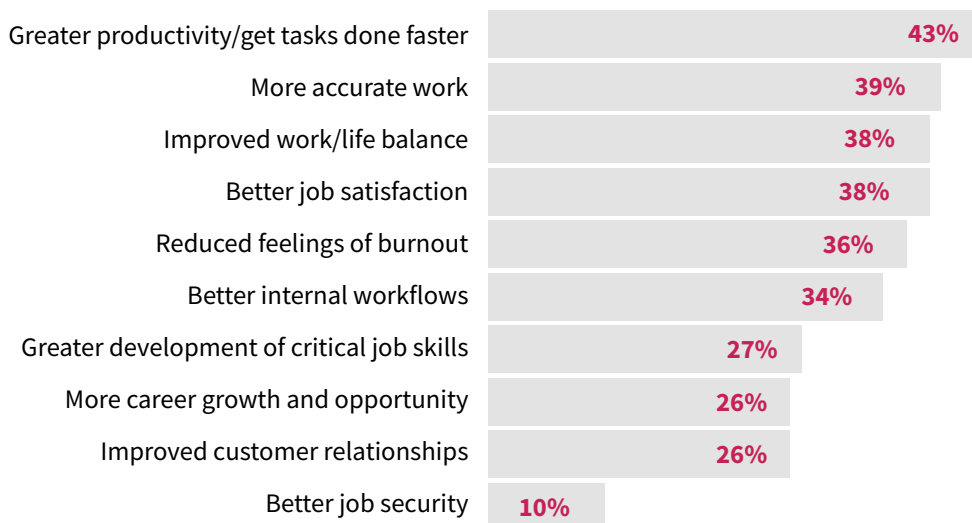
01 Analyzing data

02 Running reports

03 Inputting data/creating datasets

Although there are still concerns around GenAI driving real business value, employees believe the combination with business automation is helping to enable real business transformation. Cited benefits of combining GenAI and business automation include:

Greater productivity/get tasks done faster

43%

More accurate work

39%

Improved work/life balance

38%

Have you experienced any of the following benefits from using GenAI and business automation software?

Greater productivity/get tasks done faster	**43%**
More accurate work	**39%**
Improved work/life balance	**38%**
Better job satisfaction	**38%**
Reduced feelings of burnout	**36%**
Better internal workflows	**34%**
Greater development of critical job skills	**27%**
More career growth and opportunity	**26%**
Improved customer relationships	**26%**
Better job security	**10%**

APPRIO

How Apprio Drove Superior Client Success with Automation

Apprio's solutions support the efficient delivery of healthcare and emergency services to patients in commercial and federal settings. The company uses automation to enhance their operations and decided to expand that deployment by adding the UiPath Business Automation Platform to the services they offered their clients.

Apprio targeted automating client's revenue cycle management processes—a complex process that involves multiple payers and dozens of steps. Leveraging their experience with the UiPath Business Automation Platform, internal automation successes, and their knowledge in revenue cycle management, Apprio offered an affordable,

end-to-end managed services solution to reduce administrative burdens. By making healthcare organizations more efficient in areas like RCM, Apprio and UiPath are helping caregivers stay focused on what matters most: the patient.

"We started with a couple of simple automations, and four years later, we've implemented hundreds of automations across the revenue cycle management process."

– Will Hamilton, Chief Product Officer for Automation, Apprio

Conclusion

Employees are being very clear: they are experiencing burnout, they want more time back in their days, and they are eager to learn new skills. The evolution of GenAI tools presents an incredible opportunity to alleviate the problems plaguing the global workforce and give employees what they are looking for—while increasing productivity and efficiencies for the business.

However, the success of GenAI deployments relies entirely on workers' skills in using it and the business context it can access. This underpins a greater need for business leaders to provide the proper training and upskilling opportunities for employees to take full advantage of this technology. GenAI must also be trusted, actionable, and governed—this is where business automation comes in. In businesses worldwide, employees are already seeing the benefits and reaping greater value by combining the two technologies. It's clear that happier, less stressed employees results in more successful, innovative companies.

Methodology

In partnership with Researchscape, UiPath conducted this research via an online survey that was fielded in March–April 2024. There were 9,047 respondents to the survey from nine countries: the United States, Australia, Japan, Singapore, Korea, Hong Kong, France, Germany, and the United Kingdom.

About UiPath

UiPath (NYSE: PATH) is on a mission to uplevel knowledge work so more people can work more creatively, collaboratively, and strategically. The AI-powered UiPath Business Automation Platform combines the leading robotic process automation (RPA) solution with a full suite of capabilities to understand, automate, and operate end-to-end processes, offering unprecedented time-to-value. For organizations that need to evolve to survive and thrive through increasingly changing times, UiPath is The Foundation of Innovation™.

UiPath The Foundation of Innovation™